

Five and a half years as VibeCatch's *outsourced marketing department.*

A Finnish HR-tech SaaS company that wanted to do marketing properly — without hiring a full team. We became their fractional CMO, and ran the whole function for them, end to end, for over five years.



CLIENT

VibeCatch

HR-tech SaaS · Finland

RELATIONSHIP

2018 – 2023

Five and a half years

WHAT WE DID

Fractional CMO

The whole marketing function

THEIR SETUP

HubSpot, already in place

We ran it to its full potential

HEADLINE RESULT

1,500% ROI

on the LinkedIn lead-gen campaign

RANGE

Strategy to execution

Events, content, CRM, ads, PR

THE STARTING POINT

A strong product, and marketing done on the side.

VibeCatch had a genuinely good product — a science-based employee-engagement tool that measures workplace wellbeing and helps companies act on it. What they didn't have was a marketing function. It was something that happened on the side, when someone had time, which meant it happened unevenly.

They didn't want to hire and manage a whole marketing team. They wanted someone to *own* it — design the strategy, execute it, and free the founders to focus on sales and customer success. Someone accountable for the entire commercial-marketing picture, not a single channel.

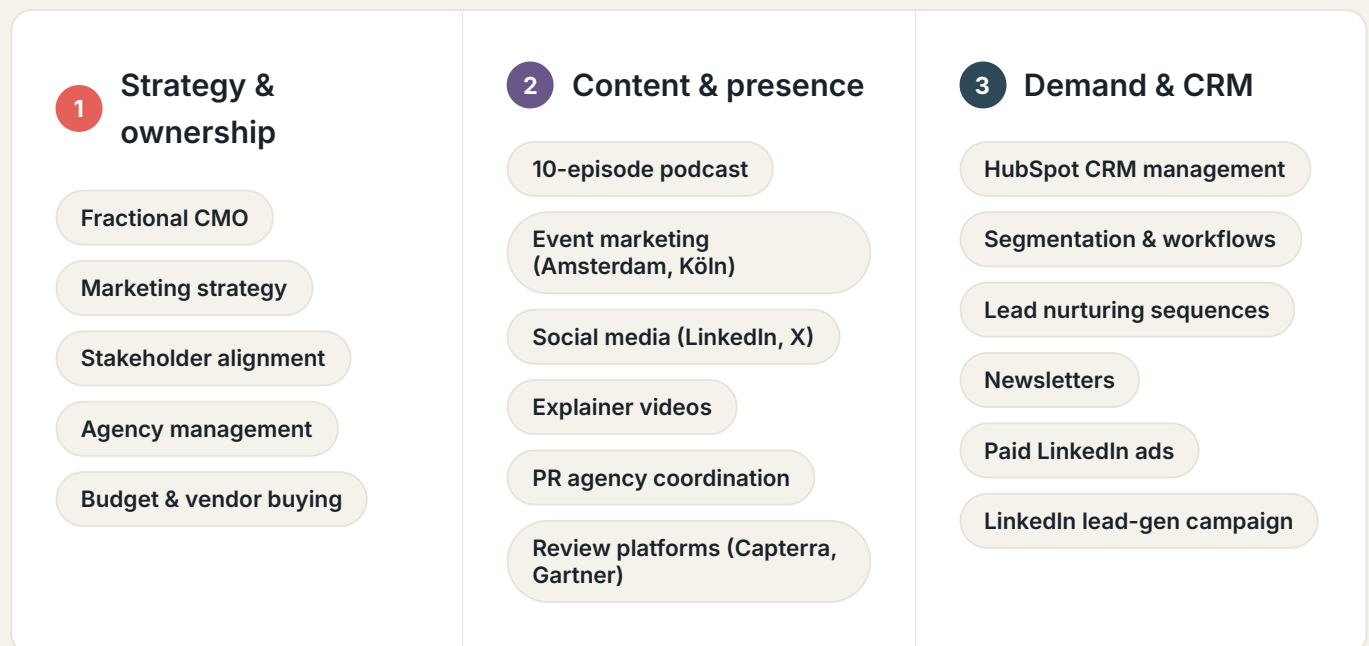


"Previously we didn't do marketing properly. It was something we did on the side, so the quantity and quality both required an improvement."

Juha Huttunen · CEO, VibeCatch

THE SCOPE OF THE PARTNERSHIP

Over five and a half years, "the whole marketing function" meant a lot of things. Everything below, we owned — grouped by where each piece sits:



THE WORK THAT MATTERED MOST

Three chapters from five and a half years

1 **GROW** We became the marketing department

This was the core of it: for five and a half years we *were* VibeCatch's marketing team. Not a campaign, not a project — the function. We set the strategy and then executed it: events on the ground at HR Amsterdam and Zukunft Personal in Köln, social media, explainer videos to simplify a genuinely advanced product, a UK PR agency we coordinated into major business publications, and the review platforms — Capterra, Gartner Digital Markets — that quietly bring in SaaS leads.

Just as important as the doing was the aligning. We worked every stakeholder — CEO, VP of Sales, the founders — onto the same page, so the whole company pushed in the same direction and understood the effort behind every lead.



"It's been very positive to work with Vidalico. We have a content plan, a strategy, and someone to execute it. We definitely got a team member and a consultant — a really big difference in mindset."

Juha Huttunen · CEO, VibeCatch

2

GROW

A podcast that turned into a booking engine

The cleverest piece. We built a 10-episode podcast with founders, existing customers, and HR thought leaders from Finland and abroad — published on Apple, Spotify and YouTube, and repurposed across social, blog and the website. But the real move came next: we took one standout episode, a customer interview, and built it into a four-step automated email sequence in HubSpot, aimed at 244 engaged Finnish leads.

The content did the selling. The automation did the work.

244

engaged leads targeted

56%

open rate

29%

reply rate

Replies turned into requests for information and booked product demos — a nurture campaign that paid for itself, built entirely on content VibeCatch already owned.

3

GROW

A LinkedIn campaign that returned 15× its cost

When VibeCatch wanted more high-quality leads from the Finnish and Nordic HR market, we ran a targeted LinkedIn lead-generation campaign. We built a list of ~1,000 ideal-profile contacts using Sales Navigator, validated one by one, with an emphasis on senior HR professionals — then ran a four-step, personalised connection-and-engagement sequence so VibeCatch's team only had to show up for the meetings.

1,000

validated ICP contacts

20–25

meetings booked

1,500%

ROI on the campaign

It landed VibeCatch a multi-year paying customer — a return of roughly fifteen times what the campaign cost.



Now the process is in pretty good shape. We get more leads and can compare the different channels quite ok. The strategy has expanded, the tactics are high-quality — they collaborate closely to form a true partnership.



Juha Huttunen
CEO, VibeCatch

THE OUTCOMES

+51%

LinkedIn audience growth from consistent content and social strategy

1,500%

ROI on the LinkedIn lead-gen campaign — a multi-year customer won

5.5 yrs

As their whole marketing function — a partnership, not a project



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